

77-9257

April 18, 1977

MEMORANDUM FOR: Director of Central Intelligence

THROUGH : Deputy Director of Central Intelligence

FROM : Herbert E. Hetu
Assistant to the Director (Public Affairs)

SUBJECT : CBS - "Who's Who"

1. Action Requested: To permit CBS - television to film the DCI and other select members of his staffs for production of a 15-20 minute segment of the network program "Who's Who."

2. Background: Attachments A through F are attached for information and reference.

3. Staff Position: With respect to protection of classified materials and physical security the staff consensus appears to be generally favorable with agreement that satisfactory arrangements can be made to accommodate security restrictions and requirements. However, there are also some universal concerns. Specifically:

a. Setting a Precedent. That once CBS is permitted to produce the show it will open the doors to other media who could demand equal access to the building. The decision, therefore, becomes a milestone decision and is not only concerned with CBS.

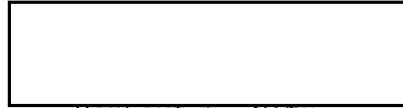
b. No Control of Content. That since we have no control of the content, specifically Mr. Rathers comments, we take a risk of being misrepresented or criticized, i.e., the show would do more harm than good.

4. Recommendations:

a. Setting a Precedent. Since the current administration, and indeed the entire American philosophy is moving rapidly in the direction of more openness in government I feel the precedent setting concern cannot sustain itself very long. If we don't open our doors under our own terms, we could be forced to do so by external pressures (Congress, White House, media, public opinion, etc.). I think it better to move in the direction of openness voluntarily and in an orderly fashion. We may as well get credit for opening our own doors and enjoy the credibility that goes with such a decision.

b. No Control of Content. There is no fullproof answer to this problem. We would factually brief Mr. Rather and provide as much access to people and materials as possible. It then becomes a function of the principals involved, including myself, to convince the narrator that we are telling the truth. I believe it is possible to positively impress Rather and realize an overall good show. However, in any interaction with a free press, the possibility of being misinterpreted or disbelieved always exists. You takes your chances.

c. In weighing all factors it is my recommendation that you approve the CBS request and permit us to proceed with arrangements for filming.



Herbert E. Hetu

Attachments: A - HH memo for record 11 April
B - HH memo 11 April
C - Clarke comments 13 April
D - Gambino comments 13 April
E - DDA comments 14 April
F - ADDI comments 14 April

cc: DDA
DDI
DDS&T
DDO

STA

MEMORANDUM FOR THE RECORD

SUBJECT: CBS Meeting on Possibility of Doing "Who's Who" Show on DCI

1. The meeting took place in A(PA)/DCI office at 3:30 p.m., Thursday, April 7, 1977. Present were:

Mr. Paul Walsh, ADDI
[redacted] SA/DDS&T
Mr. Bob Gambino, D/OS

[redacted]
Mr. Herbert E. Hetu
Mr. David Buksbaum, CBS

2. Most of the talking was done by Mr. Buksbaum interspersed with a number of questions from others present. Major points made were:

a. "Who's Who" is not a "This is your life" type show, nor is it like "60 Minutes", i.e., no one else would be obtained in another locale to comment on CIA and put in the show later. The segment on DCI would run 15-20 minutes.

b. CBS will abide by any physical restrictions imposed by CIA. This would include sites on the compound and in the building. They will permit us to view the film as it is processed to take out any scenes objectionable from a security point of view. Buksbaum said we could even process the film in our lab if we have the capability and quality control to do so.

c. CBS would take several days to do the filming but would never have more than seven people (Buksbaum, correspondent Rather, cameraman, soundman, lightman, grip and researcher) in the building at one time -- usually fewer than seven.

AT

3. After the meeting, Buksbaum, Hetu, Gambino, [redacted] took a tour of the building to look at possible sights to obtain photography. Some which seemed available to all concerned:

- a. Library
- b. DCI's office
- c. DCI's conference room
- d. A typical hallway
- e. Lobby in front of 33 stars
- *f. Map office in basement
- *g. Analyst office showing computer terminal in operation
- *h. Operations Center showing wire machines
- i. DCI portrait gallery corridor

4. The meeting/tour ended about 5:30 p.m. It was agreed that Buksbaum would report to his superiors at CBS on feasibility of producing segment on DCI/CIA, CIA attendees would make recommendations through their respective superiors to the DCI on feasibility of permitting CBS to do the show.

5. Hetu promised Buksbaum an answer at an early date -- hopefully early in the week of April 11,

[redacted]
Herbert E. Hetu
Assistant to the Director
(Public Affairs)

*These spaces were not actually visited but were discussed as possibilities.

DD/A. Registry
97-1983


11 April 1977

MEMORANDUM FOR: Deputy Director for Administration
Deputy Director for Intelligence
Deputy Director for Science and
Technology

SUBJECT : CBS - "Who's Who"

1. Attached is my Memorandum for the Record briefly and broadly discussing the meeting/tour with CBS and your representative on April 7, 1977.

2. I am now preparing a recommendation for the DCI. We would appreciate your input as soon as possible. I will coordinate the proposed recommendation with each of you before it is sent forward.


Herbert E. Hetu
Assistant to the Director
(Public Affairs)

cc: DDCI
DDO

OS 7 1831

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

CBS - "Who's Who"

FROM:

6E45 Hq

EXTENSION

NO.

DDS&T-1824-77

DATE

13 April 1977

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Asst. to the Director (Public Affairs)
1F04 Hq *F4-1*

2.

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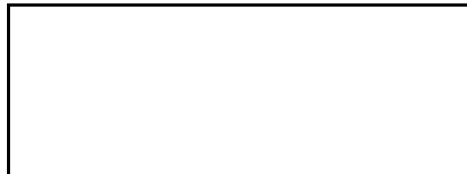
DDS&T-1824-77

10 APR 1977

MEMORANDUM FOR: Assistant to the Director (Public Affairs)
SUBJECT : CBS - "Who's Who"
REFERENCE : Your memorandum, Same Subject dated 11 April 1977

The following comments are submitted on the proposed CBS production "Who's Who" as a result of a meeting between Mr. Buksbaum and representatives of various Agency offices and directorates on 7 April 1977:

- a. Although the scenario outlined for the show was quite sketchy, I believe a meaningful presentation can be made.
- b. The security restrictions must be carefully weighed; we defer to the Office of Security for specific comments.
- c. Careful scheduling must be made to avoid inadvertent exposure of personnel under cover and avoid interruption of normal activities.
- d. Critical editing of all processed film is a must.
- e. It would be desirable for Mr. Rather to submit ahead of time typical questions so that the DCI would be knowledgeable of the areas for discussion. An alternate to this arrangement would be to have Mr. Rather spend some time with the DCI in an informal, off-the-record, "get acquainted" session before the actual filming and interview.



Special Assistant
Directorate of
Science and Technology

ST

77-2079

13 APR 77

MEMORANDUM FOR: Deputy Director for Administration

FROM: Robert W. Gambino
Director of Security

SUBJECT: CBS - "Who's Who"

REFERENCES: (a) Memo dtd 11 Apr 77 from A/DCI/Public Affairs, subject as above

(b) Memo for Record from D/Sec dtd 11 Apr 77, subject: CBS Program "Who's Who" - "A Day in the Life of the DCI"

1. Action Requested: It is requested that you approve the recommendation in paragraph 4 which suggests that if this program is approved, CBS be required to comply with certain security restrictions.

2. Background: General background data is found in attached references. It is noted that Mr. David Buksbaum of CBS states that the program would provide the American public with many unclassified and interesting things about the Agency. However, Mr. Buksbaum made it quite clear that he had no control nor responsibility for the comments made by the narrator, Mr. Dan Rather. It is believed that with careful security guidance such a program could be filmed without disclosing classified information. Approval for CBS to film this program would be setting a precedent which has unknown future complications.

3. Staff Position: Without further comment on whether or not permission to film this program would establish an unfavorable precedent, it is believed that if CBS were properly escorted and if CIA could review the film as it is processed to take out any section undesirable from a security point of view, there would be no security objection.

OS 7 1831/A

4. Recommendation: It is recommended that aside from the precedent setting feature which this office cannot properly address, CBS be permitted to film "Who's Who" under the security safeguards mentioned above.



ROBERT W. GAMBINO

Attachments

STA

11 APR 1977

MEMORANDUM FOR THE RECORD

FROM: Robert W. Gambino
Director of Security

SUBJECT: CBS Program "Who's Who" -
"A Day in the Life of the DCI"

1. On 7 April 1977 I participated in a discussion in Mr. Hetu's office concerning CBS's request to make a segment of their program "Who's Who" featuring "A Day in the Life of the DCI," which would be narrated by Dan Rather. It was noted that through "A Day in the Life of the DCI" a number of unclassified and interesting things about the Agency could be provided the American public. Attending the meeting in addition to the undersigned, were Messrs. Herbert Hetu; [redacted] Paul Walsh, ADD/I; and David Buksbaum, representing CBS.

2. I advised Mr. Buksbaum and those assembled at this meeting that the Headquarters Building is considered to be a secure area and that the locations of specific offices and the identity of things that are done where in the building are considered sensitive and not releasable outside the Agency. The reason for this restriction is to deny a hostile intelligence service information which they can use to penetrate the Agency with human or technical assets. I noted that while there are areas within the building which in themselves are not classified, I did not like the precedent which is involved in the CBS request.

3. Mr. Buksbaum was taken on a tour of the building by Mr. Hetu, [redacted] and myself. "Unclassified" areas of the building were shown, including the library, the portrait corridor, the cafeterias, and the DCI office space.

4. At the conclusion of the tour Mr. Hetu advised that he would prepare a background note for the DCI concerning the CBS request and that appropriate elements within the Agency would have an opportunity to make recommendations to the DCI concerning this request.

[redacted]
Robert W. Gambino

STAT

Approved For Release 2004/03/16 : CIA-RDP80M00165A002400110006-1

Approved For Release 2004/03/16 : CIA-RDP80M00165A002400110006-1

DDI-1566-77

14 April 1977

MEMORANDUM FOR: Assistant to the Director
(Public Affairs)

SUBJECT : CBS - "Who's Who"

1. My reactions to the meeting with Dave Buksbaum and our discussions regarding Agency participation with CBS for a "Who's Who" show are as follows:

- As far as I can determine, Buksbaum was willing to accept all of the restraints discussed which pertain to access to the building, security considerations, and other restraints to prevent the production of the show from interfering unduly with the Agency's normal operations;
- I gather that we could expect reasonably complete cooperation from the CBS crew so that the production of the show would not present unusual obligations on the part of Agency personnel;
- I also gathered that the willingness to accept restrictions and other conditions applied only to the technical aspects of the show and would not apply to whatever role Mr. Rather would play.

2. On the basis of the above, I believe that if a decision is made to cooperate with CBS, that perfectly tolerable arrangements could be worked out. My main concern is Mr. Rather. I have no confidence that he would not use the show to air his own personal views about CIA and the Intelligence Community, regardless of what we saw on tape. Unfortunately, I do not know what to do about this and simply point it out so that those involved in making a decision do so fully aware that they are running a "risk."

3. If a decision is made to cooperate with CBS, then the Agency should also be prepared to extend the same arrangements with at

least the other major TV networks. If we felt sure that we could close the doors after having satisfied NBC and ABC, then this might not be too much of a problem. But if it means we have to treat all elements of the media in the same way, then I think we should think long and hard before we say yes.



PAUL V. WALSH /
Associate Deputy Director
for Intelligence

STA

